

## **Richard R. Craig - Commercial Officer**

Richard Craig has served nearly three years of a three and a half year tour as a Commercial Officer in the Commercial Section of the U.S. Embassy in Beijing, China. He previously served at the American Institute in Taiwan (AIT), a non-profit private corporation established by the Taiwan Relations Act of 1979, as well as at Embassies in Bangkok, Thailand and Seoul, Korea. Richard has lived and worked in Asia for the Peace Corps, the U.S. Department of Commerce and Reed Exhibitions in the private sector for nearly nineteen years. He also has experience in assisting U.S. exporters targeting the industrial equipment market in Mexico.

In Beijing, Richard was recently appointed to serve as the Business Development/Marketing Team leader. In this capacity, he oversees the national efforts of five Commercial Representatives involved in the China American Matchmaking Program (in conjunction with the CCPIT), the Customer Service unit, the Marketing teams and the national ATC Trade Show team. The Commercial Service in China supports or recruits U.S. Pavilions in 26 trade shows. The BD/Marketing Team's objectives are to serve both internal and external customers and promote greater awareness among U.S. companies of available, innovative trade promotion programs and the potential for sales to China. Richard is also responsible for conceptualizing and supporting trade missions, developing online virtual trade promotions and coordinating posts' involvement in the International Buyer Program events in the U.S. Richard also serves on post's Awards Committee as the Deputy to the Senior Commercial Officer and sits on the Embassy awards Committee. He also serves as the primary contact for all ITA memorial and medal award nominations prepared and supported by post. His prior assignment in Beijing, through January 2009, involved promoting the interests of American firms engaged in the development and export of Drugs/Pharmaceuticals, Health Care Services and Medical Equipment, as well as Tourism Services.

His achievements with the Department of Commerce include pioneering the development of e-commerce online registration websites and virtual trade events to support exports in many sectors including education and general industry. In 2000, Richard was awarded the Director General's Excellence Award in recognition of his contributions to the U.S. Commercial Service's trade promotion programs. More recently, he was awarded a Group Meritorious Honor Award for the work done by the CS China Healthcare Team in trade policy and promotion under his leadership. He also received a Group Franklin Award for his contribution to the successful staging of the Visit by Secretary Gutierrez and other cabinet officials during the JCCT Plenary Session and SED III in Beijing in December 2007. He most recently received a performance award in the Fall of 2008.

Richard graduated from Southern Connecticut State University in 1977 with a B.S. in History and a certificate as a Secondary Education teacher. He is a native of Westport, Connecticut. Richard is married to Yolee Craig, with three children, Zoya (26), David (24) and Julie, six. He speaks Korean and Chinese.